

Analysis of the Influence of Green Marketing Mix on IKEA Consumer Purchase Intention

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Abstract

This study examines the influence of the green marketing mix on IKEA consumer purchase intention in DKI Jakarta. The research sample consists of 100 respondents familiar with IKEA and residing in DKI Jakarta. This quantitative study utilizes primary data collected through Google Forms. The sampling technique employed is purposive sampling, and data analysis is conducted using SmartPLS 4 software. The findings reveal that green product significantly influences purchase intention. Sustainability attributes, such as recycled materials, resource efficiency, and eco-friendly design, attract consumers' attention. IKEA's green products, including FSC-certified furniture and modular designs, strengthen its environmentally friendly image and enhance consumer interest. Green promotion also significantly affects purchase intention. IKEA's sustainability campaigns, such as recycling incentives and renewable energy use, foster consumer loyalty toward the brand. However, green price does not significantly influence purchase intention. Consumers prioritize quality and design over price, suggesting that IKEA should enhance communication regarding the sustainability benefits embedded in its pricing strategy. Green place has a significant impact, where IKEA's eco-friendly distribution strategies, such as renewable energy-powered stores and efficient supply chains, boost the brand's appeal. This study highlights the importance of green product, promotion, and place in driving purchase intention while identifying opportunities to improve green price strategies.

Keywords: Green Product, Green Promotion, Green Price, Green Place, IKEA

Analisis Pengaruh Green Marketing Mix Terhadap Minat Beli Konsumen IKEA

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Abstrak

Penelitian ini mengkaji pengaruh green marketing mix terhadap minat beli konsumen IKEA di DKI Jakarta. Sampel penelitian terdiri dari 100 responden yang mengenal IKEA dan berdomisili di DKI Jakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang dikumpulkan melalui Google Form. Teknik pengambilan sampel yang digunakan adalah purposive sampling, dan data dianalisis menggunakan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa green product memiliki pengaruh signifikan terhadap minat beli. Atribut keberlanjutan seperti bahan daur ulang, efisiensi sumber daya, dan desain ramah lingkungan menarik perhatian konsumen. Produk hijau IKEA, seperti furnitur bersertifikasi FSC dan desain modular, memperkuat citra ramah lingkungan dan meningkatkan minat konsumen. Green promotion juga berpengaruh signifikan. Kampanye keberlanjutan IKEA, seperti insentif daur ulang dan penggunaan energi terbarukan, membangun loyalitas konsumen terhadap merek. Namun, green price tidak berpengaruh signifikan terhadap minat beli. Konsumen lebih memprioritaskan kualitas dan desain dibandingkan harga, sehingga IKEA perlu memperkuat komunikasi terkait manfaat keberlanjutan dari strategi harga. Green place menunjukkan pengaruh signifikan, di mana distribusi ramah lingkungan IKEA, seperti toko berbasis energi terbarukan dan rantai pasok efisien, meningkatkan daya tarik merek. Penelitian ini menekankan pentingnya green product, promotion, dan place dalam mendorong minat beli, serta mengidentifikasi peluang perbaikan pada strategi green price.

Kata Kunci: Green Product, Green Promotion, Green Price, Green Place, IKEA